

Project Homeless Connect: Using Civic Engagement to Serve the Homeless

Hosted by the National
League of Cities (NLC)
Institute for Youth,
Education, and Families



*Sponsored by the U.S. Interagency Council on
Homelessness*



Project Homeless Connect: Using Civic Engagement to Serve the Homeless

Welcome and Introductions

Today's Speakers:

- Abby Hughes Holsclaw, Program Director for Early Childhood & Family Economic Success, National League of Cities' Institute for Youth, Education, and Families.
- Judith Klain, Director of Project Homeless Connect, City of San Francisco Department of Public Health
- Mary Ellen Hombs, Deputy Director, U.S. Interagency Council on Homelessness
- Micheal Dunthorn, City of Knoxville, TN



Project Homeless Connect: Using Civic Engagement to Serve the Homeless

Web Seminar Agenda

- Welcome & Introductions
- A Model to Serve San Francisco's Homeless: Project Homeless Connect
 - Judith Klain, City of San Francisco
- National Project Homeless Connect Week
 - Mary Ellen Hombs, U.S. Interagency Council on Homelessness
- Adopting Project Homeless Connect Locally
 - Michael Dunthorne, City of Knoxville, TN
- Q&A
- Future Opportunities and Concluding Remarks

National League of Cities SF Project Homeless Connect 9/06



**PROJECT
HOMELESS
CONNECT**
www.sfconnect.org

9 September 2006

History

- On any given day, there are from 6,000 to 15,000 homeless in San Francisco;
- 3,000 - 4,000 are chronically homeless
- Each year, more homeless die on the streets of San Francisco than Chicago and New York put together
- Homelessness is the number one issue for San Franciscans



SF Project Homeless Connect



- Mayor, deeply involved, wanted to do something different – knock down barriers, improve access to services for homeless
- Called together city agencies who provide services to homeless
- One-month of planning for PHC 1 (Oct 2004) – started small
- 250 city workers surprised to serve 515 homeless clients at one-stop shops at 5 downtown SRO hotels
- Now a bi-monthly event, Oct 2006 is the 13th event

Innovations

- One-stop shop model
- Portal to services not the “system of care”
- System of care networking — best practice
- Volunteerism — “pent up passion not compassion fatigue”
- Collaboration — “government alone can not solve”

“I've been all over this state homeless for five years, and I've never seen anything like this in my life... I just heard about this 'connect' thing on the street ... They're saying out there that it's not bull -- . They say you can get real help. I think they're right.” Red Bull, PHC 3 Client



SF Project Homeless Connect



Funding: Project Homeless Connect is 90% funded by in-kind services and corporate donations.

In kind:

(about \$325K per event)

- Staff (medical, GA, dental, CAAP, shelter, SSI, legal, wheelchair repair, massage)
- Services
- Space for event
- Food (meals provided to clients and volunteers)
- Giveaways (clothing and hygiene kits for clients)

Costs:

(about \$15 K per event)

- DMV IDs
- Web/database mgmt
- Other staff costs
- Supplies
- T-shirts for volunteers
- 10-15 “Stabilization rooms” which immediately house clients at each PHC event

Governing Structure

501 c 3

- Fundraising
- Corporate participation

Leadership Team

- Weekly meetings
- Continuous quantity improvement
- Stakeholders
 - o Service providers (govt & non-profit)
 - o Volunteers (feedback)
 - o Clients (keep us on track)



Successes

- 16,829 (12,642 udc) homeless have attended
- clients have been connected to 19,003 number of services (medical, mental, legal etc.)
- 14,792 volunteers, 300 corporations, 250 non-profits
- 571 have been housed
- Follow up appointments/show-rates have dramatically improved (70% follow up in medical)
- PHC has become a national model for assisting the chronically homeless

"Project Homeless Connect models for other cities how to execute collective tolerance and generosity." PHC Volunteer

Challenges – Sustainability

- Rise in client participation = increases for service capacity and in-kind goods
- Sustain volunteer numbers (1,000 each event)
- Quantifying successes and long term outcomes
- Funding on-going operations infrastructure and event costs



SF Project Homeless Connect

"I've traveled all over the [country] and the program in San Francisco amazes me, I've not seen anything like it anywhere else. Can really see the effort to get people off the street. It's extremely commendable." - James, PHC 3 Client



"I truly believe that Project Homeless Connect is making a difference in our community." - John, PHC 4 Volunteer

"Having worked in homeless services for the past 12 years I must admit that this is the most hopeful and productive time I can recall." - Dr. Josh Bamberger



United States Interagency Council on Homelessness

2006 National Project Homeless Connect Week

December 4 – 8, 2006

***One-Stop Services to Mobilize Civic Will
and End Homelessness in Your Community***

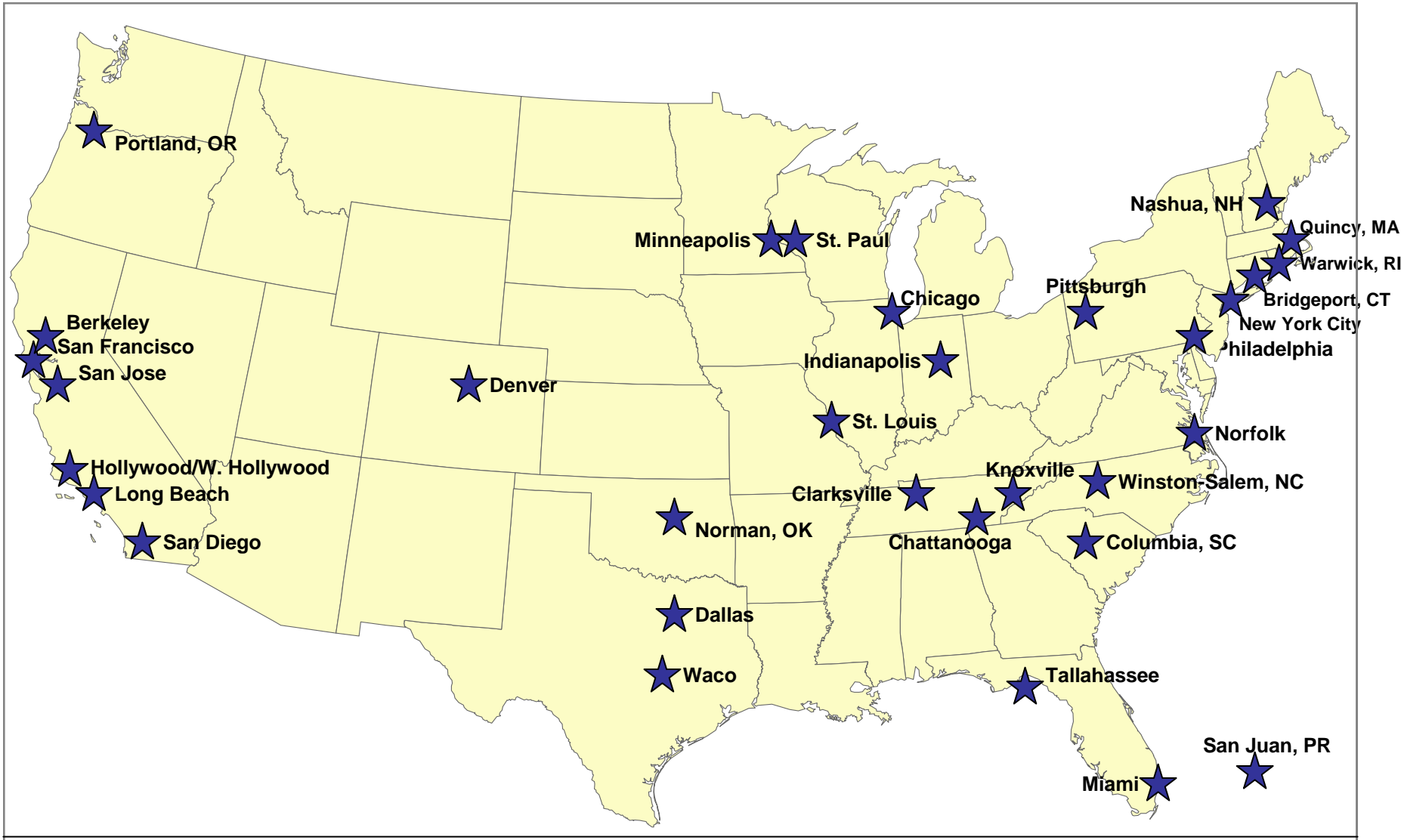
United States Interagency Council on Homelessness

Federal Center SW ♦ 409 Third Street SW, Suite 310 ♦ Washington, DC 20024

Phone: 202-708-4663 ♦ www.usich.gov ♦ Fax: 202-708-1216



PROJECT HOMELESS CONNECT EVENTS TO DATE (September 2006)





UNITED STATES INTERAGENCY COUNCIL ON HOMELESSNESS
One-Stop Services to Mobilize Civic Will and End Homelessness in Your Community



THE INNOVATION OF PROJECT HOMELESS CONNECT

- **1-Day, 1-Stop**
- **City Leadership**
- **Mobilization of Civic Will**
- **Engagement to End Homelessness**
- **Consumer-centric**

KEY THEMES OF PROJECT HOMELESS CONNECT



➤ **Immediacy**

➤ **Hospitality**



➤ **Community**



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IMMEDIACY FOR THE CONSUMER



EXPEDITE OUTCOMES

Consumers can complete transactions on site during the PHC event.

❖ Information about job programs is helpful, but having Long Beach employers on site conducting interviews took the event to another level. People walked away with jobs that day.

END HOMELESSNESS

Partner with public and private sector housing providers to identify subsidies, vacant units, and other placements that provide a path out of homelessness: people can leave homelessness behind with these resources.

❖ San Jose targeted Section 8 vouchers to a Housing First pilot.

❖ Portland, Oregon's family PHC event offered 50 families housing assistance from six agencies.

IMMEDIACY FOR THE CONSUMER

REDUCE BARRIERS



Some PHC cities have conducted on-site misdemeanor courts to clear warrants, citations, and other cases.

❖ In Denver, Knoxville, and Hollywood/West Hollywood, this service helped reduce barriers to housing and jobs.



Representatives from utilities and the motor vehicles bureau and similar agencies can work with clients to resolve outstanding debt that can present barriers to housing and jobs.



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HOSPITALITY



CREATE A DIFFERENT EXPERIENCE FOR THE CONSUMER

- **Train volunteers about available services but also how to greet and converse with participants so they feel welcome.**
- **Volunteers can escort clients from one service stop to the next to make it easy for people to get what they need.**



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COMMUNITY



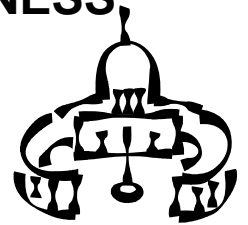
ENGAGE NEW PARTNERS

- ❖ Business community
- ❖ Foundations
- ❖ Civic leaders
- ❖ Media
- ❖ State government agencies
- ❖ Federal government agencies, and
- ❖ Citizens from all walks of life



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UNITED STATES INTERAGENCY COUNCIL ON HOMELESSNESS **HOW WE CAN HELP**



ENGAGE FEDERAL PARTNERS

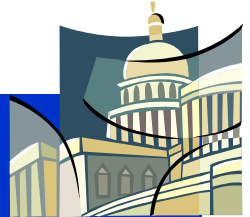
The Interagency Council can help ensure that the resources of federal agencies - and their grantees – are on site to provide increased access to benefits and services, including housing, health care, treatment, Social Security, VA benefits and health care, workforce, training, and employment programs, education, reentry, and more



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HOW WE CAN HELP



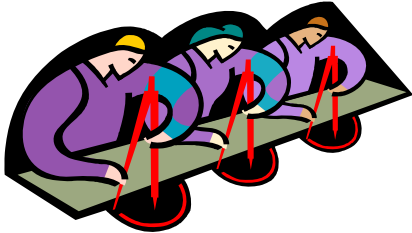
ENGAGE STATE PARTNERS

The Interagency Council can encourage your key state agencies to participate in your local PHC –

Every state has taken part in the Federal initiative to increase access to services and reduce barriers in mainstream benefit and service programs for persons who are homeless.

State agencies can see firsthand what is needed locally.

MEASURING AND REPORTING OUTCOMES



Results are infectious.

Jim Collins, *Good to Great*

Tracking and publicizing results from Project Homeless Connect events helps cities bring in more volunteers, services, and resources.

Be sure to report Project Homeless Connect results to the media regularly – help them make the connection to your 10-Year Plan goals and results.

Remember to share outcomes with volunteers and donors to show their effort made a difference.

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JOIN THE 2006 NATIONAL PROJECT HOMELESS CONNECT WEEK

USICH NATIONAL CONFERENCE CALLS

- Next USICH call is September 19 at 1 pm Eastern
- Upcoming calls will focus on logistics, data, and sustainability

COME TO SAN FRANCISCO ON OCTOBER 5

JOIN NATIONAL PROJECT HOMELESS CONNECT WEEK 2006:
DECEMBER 4-8

Write to us at:
usichevents@usich.gov

Knoxville's Project Connect

City of Knoxville, Tennessee

You may dial in to meeting using
number listed below:

Toll Free +1-800-391-2548

Passcode : "National League of Cities"

Knoxville's Introduction to PHC

- USICH gathered a few folks at the 2005 NAEH Conference
- USICH provided info and encouragement
- San Francisco as a model

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Political Will

- Knoxville-Knox County Ten-Year Plan was in its final stages of preparation
- Mayor Bill Haslam liked the idea of PHC
- Fact-Finding mission to San Francisco in August 2005
- Mayor's commitment to sponsor the project

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Framing the plan

- City of Knoxville, Knox County and the East Tennessee Coalition for the Homeless as sponsors
- Convened an initial planning meeting
- Identified functional sections of PHC
- Volunteer leaders came forward for each area
- Delegation of authority to those leaders

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Partners

- City, County and Coalition sponsors
- Homeless Service agencies
- Remote Area Medical
- Business community
- Churches and faith community
- Individual volunteers

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Where are the resources?

- City's costs were limited to organization and the facility
- Many agencies and organizations moved their setup to PHC for a day
- In-kind and volunteer support is everything

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The Ten Year Plan

- Ten Year Plan announced during the development of PHC
- A means for momentum
- A tool for learning
- PHC experience reinforced many issues noted in Ten-Year Plan
- PHC and housing
- In-kind and volunteer support is everything

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Where are the resources?

- City's costs were limited to organization and the facility
- Many agencies and organizations are doing the same things they always do
- In-kind and volunteer support is everything

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Knoxville 2005 PHC

- Mantra: *Let's See What We Can Do*
- 350 professionals and volunteers
- 450 Clients served
- 30+ People housed
- Enhanced support for Ten Year Plan

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Lessons Learned

- Friday may work better for us
- Bottleneck issues
- Start earlier
- Better tracking and follow-up
- Advance volunteer training

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Knoxville 2006 PHC

- Mantra: *Housing Housing Housing*
- Continued Political Will
- Sponsored by Ten-Year Plan Implementation Office and partners
- Veterans Stand Down is a full partner
- It's easy to sell a winner

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